

SERFF Tracking Number:	UNAM-126082817	State:	Arkansas
Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	41879
Company Tracking Number:	PL FD CANCER PC 3/09		
TOI:	H07I Individual Health - Specified Disease - Limited Benefit	Sub-TOI:	H07I.002A Dread Disease - Cancer Only
Product Name:	Cancer Post Cards		
Project Name/Number:	/		

Filing at a Glance

Company: Pennsylvania Life Insurance Company
 Product Name: Cancer Post Cards SERFF Tr Num: UNAM-126082817 State: ArkansasLH
 TOI: H07I Individual Health - Specified Disease SERFF Status: Closed State Tr Num: 41879
 - Limited Benefit
 Sub-TOI: H07I.002A Dread Disease - Cancer Co Tr Num: PL FD CANCER PC State Status: Filed-Closed
 Only 3/09
 Filing Type: Form Co Status: Reviewer(s): Rosalind Minor
 Author: Holly Parenti Disposition Date: 03/24/2009
 Date Submitted: 03/20/2009 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name:	Status of Filing in Domicile:
Project Number:	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type:	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 03/24/2009	Explanation for Other Group Market Type:
	State Status Changed: 03/24/2009
Deemer Date:	Corresponding Filing Tracking Number:
Filing Description:	
ennsylvania Life Insurance Company	
NAIC# 67660 FEIN#23-1305366	
Advertising Submission-Medicare Supplement Insurance	
Form(s)	
PL FD Cancer PC 3/09 Cancer Insurance Post Card	

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Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	41879
Company Tracking Number:	PL FD CANCER PC 3/09		
TOI:	H071 Individual Health - Specified Disease - Limited Benefit	Sub-TOI:	H071.002A Dread Disease - Cancer Only
Product Name:	Cancer Post Cards		
Project Name/Number:	/		

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Cancer Insurance forms PL C1 (08) approved by your state on 5/16/2008.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Cancer Insurance approved by your Department.

If additional information is needed, please contact me at 800-275-6667 ext. 8531 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti, P.O. Box 958465 Lake Mary, FL 32795-8465	hparenti@uafc.com (407) 628-1776 [Phone]
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Filing Company Information

Pennsylvania Life Insurance Company 1001 Heathrow Park Lane Suite 5001 Lake Mary, FL 32746 (407) 995-8000 ext. [Phone]	CoCode: 67660 Group Code: 953 Group Name: FEIN Number: 23-1305366 -----	State of Domicile: Pennsylvania Company Type: State ID Number:
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Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	\$25.00 per ad
Per Company:	No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$25.00	03/20/2009	26567472

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	03/23/2009	03/24/2009

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Disposition

Disposition Date: 03/24/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Flesch Certification	Filed-Closed	Yes
Supporting Document	Application	Filed-Closed	Yes
Supporting Document	Health - Actuarial Justification	Filed-Closed	Yes
Supporting Document	Outline of Coverage	Filed-Closed	Yes
Form	Cancer POrt Card Lead Piece	Filed-Closed	Yes

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Form Schedule

Lead Form Number: PL FD Cancer PC 3/09

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed	PL FD Cancer PC 3/09	Advertising	Cancer PPost Card Lead Piece	Initial			PL FD Cancer PC 3-09.pdf

Important Information

*from Pennsylvania Life Insurance Company,
a member of the Universal American family of companies.*



PENNSYLVANIA
LIFE INSURANCE CO.



Cancer will affect **75%** of American
families in their lifetime.*

Are you financially prepared?

**According to the American Cancer Society Facts and Figures 2007.*



PENNSYLVANIA
LIFE INSURANCE CO.



First Diagnosis Cancer Insurance

*from Pennsylvania Life Insurance Company,
a member of the Universal American family of companies.*

**Cancer will strike
one out of three Americans,
three out of four families.***

Transfer the risk.

You can't control whether or not you are diagnosed with cancer. You **CAN** control how prepared you are for the financial impact and its treatment.

66% of medical costs associated with cancer are **not covered** by insurance.
(Spousal care, lost income, travel expenses, meals, etc...)*

Pennsylvania Life has a new First Diagnosis Cancer Insurance plan that
PAYS YOU CASH when cancer is first diagnosed.

If you respond, an agent will be contacting you to help
you learn if this plan is right for you.

*According to the American Cancer Society Facts and Figures 2007.

This is a solicitation to purchase insurance. Pennsylvania Life and its representatives
are not connected with or endorsed by the U.S. Government or any state agency.

Call us any time at

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Rate Information

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Supporting Document Schedules

Bypassed -Name:	Flesch Certification	Review Status:	
Bypass Reason:	N/A - This is for an advertisement	Filed-Closed	03/23/2009
Comments:			
Bypassed -Name:	Application	Review Status:	
Bypass Reason:	N/A - This is for an advertisement	Filed-Closed	03/23/2009
Comments:			
Bypassed -Name:	Health - Actuarial Justification	Review Status:	
Bypass Reason:	N/A - This is for an advertisement	Filed-Closed	03/23/2009
Comments:			
Bypassed -Name:	Outline of Coverage	Review Status:	
Bypass Reason:	N/A - This is for an advertisement	Filed-Closed	03/23/2009
Comments:			